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January 14, 1998

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

BY HAND

Ms. Magalie Roman Salas, Secretary
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, D.C. 20554

Re: **Notice of Ex Parte Presentation**
Direct Broadcast Satellite Public Service Obligations
MM Docket No. 93-25

Dear Ms. Salas:

This is to provide notice that Richard H. Waysdorf, Senior Counsel, Affiliate Relations, of Encore Media Group LLC ("Encore") and Robert L. Hoegle, counsel for Encore, separately met on January 13 with the following persons regarding the above-referenced proceeding: Rick Chessen, Legal Advisor to Commissioner Tristani; Paul Misener, Legal Advisor to Commissioner Furchtgott-Roth; David Siddall, Legal Advisor to Commissioner Ness; and Regina Keeney, Thomas Tycz, Rebecca Arbogast, Rosalee Chiara, and Brian Carter of the International Bureau. An original and one copy of this letter and enclosures are being submitted to you for inclusion in the record in this proceeding, and copies are being provided to each of the attendees.

During the meetings, we discussed WAM! America's Kidz Network, as described in the enclosed materials, the application of the proposed rules in this proceeding to WAM! and the current status of the proceeding. We also generally reviewed the subjects set forth in the enclosed summary and our August 21, 1997 letter to Mr. Ari Fitzgerald, which was submitted for inclusion in the record previously.

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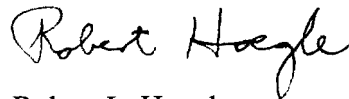
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Ms. Magalie Roman Salas, Secretary

-2-

If you have any questions regarding the above information or enclosure, please contact the undersigned.

Very truly yours,

A handwritten signature in black ink, appearing to read "Robert Hoegle". The signature is written in a cursive, flowing style.

Robert L. Hoegle

RLH:ssm

Enclosures

cc: Rick Chessen, Esquire (w/encl.)
Paul Misener, Esquire (w/encl.)
David Siddall, Esquire (w/encl.)
Regina Keeney, Esquire (w/encl.)
Thomas Tycz, Esquire (w/encl.)
Rebecca Arbogast, Esquire (w/encl.)
Rosalee Chiara, Esquire (w/encl.)
Brian Carter, Esquire (w/encl.)



**ENCORE MEDIA GROUP'S WAM!AMERICA'S KIDZ NETWORK
SHOULD QUALIFY AS DBS PUBLIC INTEREST
"EDUCATIONAL AND INFORMATIONAL PROGRAMMING"**

- I. The Commission has the discretion to craft the implementation of Section 335(b) of the Communications Act to respond to current policy goals and to the current competitive environment.**
- II. The Commission should promote efforts by public-private partnerships such as WAM! to meet the educational needs of children.**
 - Through WAM!, Encore has developed a corporate sector solution to the urgent public need for privately funded educational resources. WAM! is the only full time, completely commercial-free network dedicated to educating and instructing by engaging the interests and needs of an underserved 8 to 16 year old audience.
 - WAM! has earned many accolades and awards from educators and other children's programming experts, recognizing WAM!'s exceptional educational programming.
 - WAM!'s schedule includes at least twelve hours of noncommercial educational academic programming for adolescents each weekday, a private sector commitment unduplicated by any other network, institution, broadcaster, or channel, as well as many additional hours each day of informational, arts, developmental, and entertainment series aimed at guiding, motivating, and enlightening this target youth audience.
 - WAM! has been cleared for carriage on "basic" tiers and may be carried separately from other Encore channels.
 - Encore's WAM! network is an initiative that should serve as the model of public service for the video programming industry in general, and for DBS systems in particular.
 - Only a private programming corporation like ENCORE can afford to incubate such a targeted service which capitalizes on the promise of television, to harness the power of television to teach, to inspire, and to inform.
 - The definition of "noncommercial programming of an educational or informational nature" should be crafted in such a way that WAM!'s valuable noncommercial educational programming would satisfy the minimum programming requirements adopted for implementing Section 335(b)(1).

III. The noncommercial educational or informational programming required to be carried by DBS systems should not be limited to that supplied by publicly funded entities, to the exclusion of public-private partnerships.

- The central issue is whether programming supplied by a privately-funded programmer may satisfy the Section 335(b)(1) requirement that DBS systems devote 4% to 7% of their channel capacity to “noncommercial programming of an educational or informational nature.”
- Congress did not intend that Section 335(b)(1) should be an exclusive concession to the publicly funded broadcast and educational institutions.

IV. Congress’s real concern was that such programming be *noncommercial*, not that the programming be provided exclusively by *nonprofit* entities.

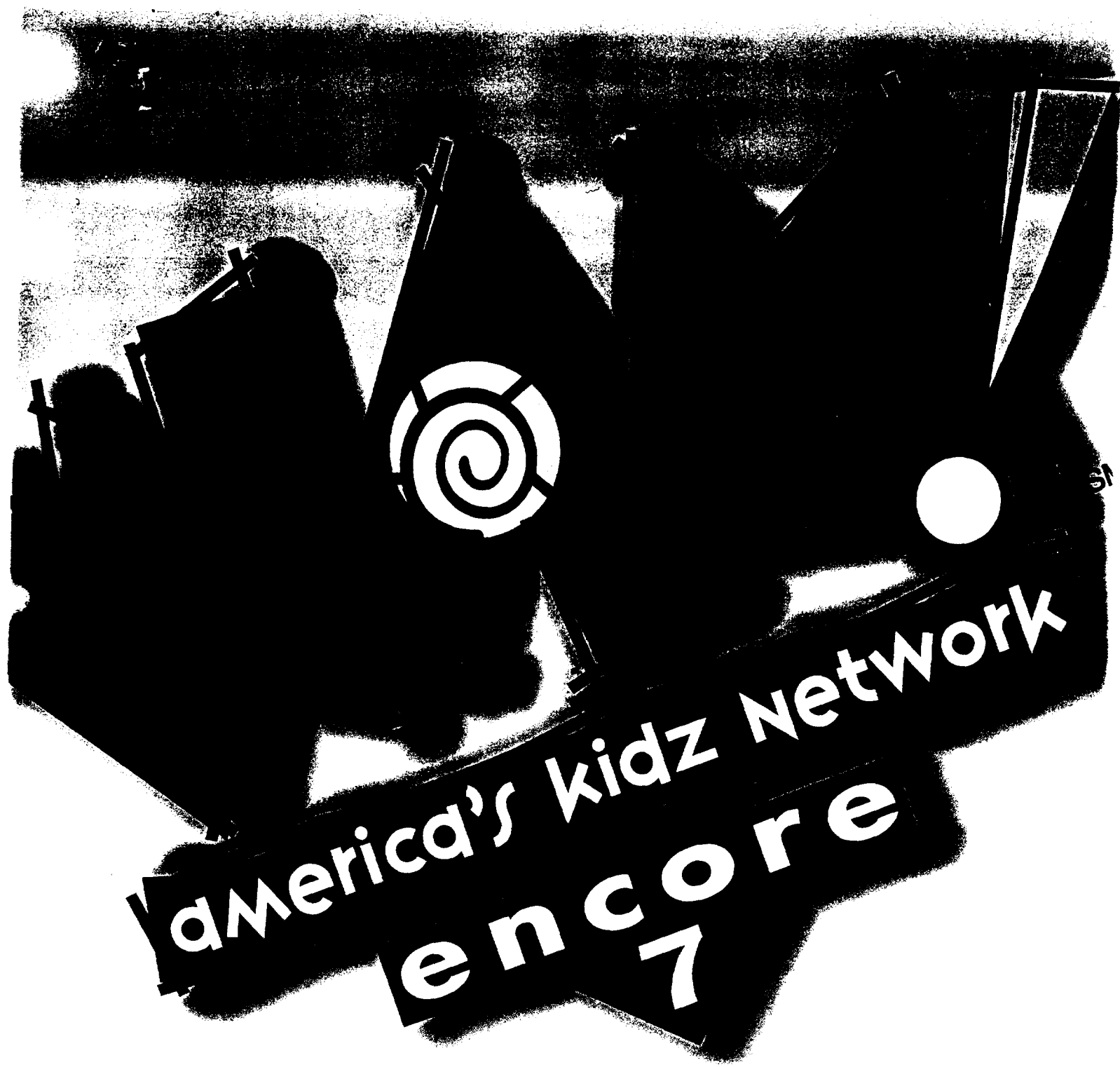
- Many studies and experts have expressed great concern over the impact of commercial advertising on children’s educational programming -- no one has ever raised concerns over the nonprofit or for-profit nature of the program producer.
- The better policy is to focus the quality and *noncommercial* nature of educational and informational programming, rather than on the program providers’ non-profit or for-profit status. This approach is consistent with the Court of Appeals’ pronouncement in its decision upholding Section 335, that “Section [335] . . . represents nothing more than a new application of a well-settled government policy of ensuring public access to *noncommercial* programming.” Time Warner Entertainment Co. v. FCC, 93 F.3d 957, 976 (D.C. Cir. 1996) (emphasis added).

V. There is no valid policy justification for excluding programming supplied by privately funded programmers from satisfying DBS educational programming requirements under Section 335(b)(1).

- Many of the producers of programming carried on noncommercial broadcast stations are for-profit entities, while many of the producers of programming carried on WAM! are nonprofit entities. For example, the MacNeil News Hour is produced by another company owned by Encore’s corporate parent, Liberty Media Corporation, while several of WAM!’s programs are produced by nonprofit or governmental entities such as the Agency for Instructional Television and TV Ontario.
- The overall quality of noncommercial educational programming which a DBS operator can present on Section 335(b)(1) reserved channel capacity will be optimized by allowing maximum choices from the largest possible quantity of educational programming, regardless of whether such noncommercial programming is produced or

packaged by a publicly or privately funded programmer.

- VI. The Commission should also reject the approach proposed by local PEG cable access programmers and regulators to convert the Section 335(b)(1) requirements into a cable-type PEG structure for DBS operations, with a national PEG access "clearinghouse" to take over and program all channels required to be reserved by DBS operators.**
- Adopting the PEG model for DBS would create the same failures that permeate the cable PEG access arena, specifically, creating capacity without effect.
 - While there are many fine exceptions, the legacy of PEG channels locally throughout the country is of channels laying fallow, of alphanumeric service listings repeated over and over without any real substance. Outside of a few big cities, only a small fraction of PEG channels actually air valuable educational or informational programming.
- VII. A reasoned legal interpretation of Section 335(b)(1) requires the conclusion that qualifying noncommercial educational programming should include programming from private companies such as Encore (see Encore's August 21, 1997 submission).**



**The first commercial-free
education and entertainment network
dedicated to kids 8-16**



- R - GRAM

Kids love it.
Teachers need it.
Parents trust it.

JANUARY 1998

NEWSFLASH!!

WAM! was recently launched in southern Connecticut by Cablevision of Connecticut.



TUNE IN TO THE BEST OF WAM! ON NEW YEAR'S DAY as our holiday celebration continues, with: award-winning dramas *Kerrisdale*, *Enid Blyton Adventures*, *Press*

Gang, and *Wind At My Back*; our new sports star series *PUMPED!*; and classic music series *Leonard Bernstein's Young People's Concerts*.

WAM! Kid Host Profile - Aimee Nelson, a high school senior, is Vice President of the Student Body, Treasurer of the National Honor Society, First Violin - All State Orchestra and still finds time for community service. Aimee loves acting and had the lead role in a recent school play. "I have loved everything about working with WAM! I've grown a lot and it's been an absolutely positive experience. I love WAM! -- I've watched all the programs, which are all wholesome and fun. WAM! is awesome!"



MOVIE HIGHLIGHTS

January

The Last Starfighter

Promise the Moon

The Dove

At The Earth's Core

Forbidden Planet

Sci-Fi Day
January 25

MARTIN LUTHER KING DAY!

WAM! will air *The Autobiography of Miss Jane Pittman* on Sunday, January 18th, 2 and 10 p.m. in honor of Martin Luther King Day.

Do you know what WAM! does instead of running commercials like other channels?



WAM! Words - to enhance vocabulary

WAM! Whiz Tips - to help kids ace their studies

WAM! CAMS - role model profiles

WAM! Goes Global - kids' eye views of world issues

WAM! Kids Corps - profiles of kid volunteers

WAM! Kid Hosts - honor roll students introduce all series and movies

WAM! Bits - revisits the WAM! Family Graham's year-long on the road adventure

What's the WAM! Family Graham up to?

Marlene (mom) is writing a book called *Headfirst Into America* and plans on substitute teaching; while Craig (dad) has reopened his real estate business. Courtney slid right back into school -- with a 4.0 average. Way to go, Courtney! Collier is having a great time in kindergarten.

Their future plans -- "Our hope is to live in 6 different areas of the country starting in July of 1998, with a focus on family volunteerism. We'll be working with the poor, kids, elderly, environment and animals. ...a completely different type of volunteer activity at each location." We'll keep you updated as we learn more about the next Graham Family adventure. Visit their web site -- www.usatrip.org

Remember: WAM! is the only noncommercial cable network dedicated to providing kid-friendly, socially-responsible entertainment and education just for young people 8-16.

Call your local cable operator or your satellite provider today and ask for WAM!

Encore Media Group LLC • 5445 DTC Parkway, Suite 600 • Englewood, Co 80111 • Tel 303-771-7700 • Fax 303-741-3067

PROGRAMMING

Encore's Wam! Tries to Establish Itself

By STUART MILLER

Mention Wam!, the three-year-old kids' network, to media analysts and cable operators, and you'll be met with an uncomprehending silence, apologetic murmurs about how "I should know about it," or confused questions about the singing career of George Michael.

Those were also the responses of most consumers in New York. Yet this summer, Time Warner Cable of New York City gave Wam! a major coup by selecting the unknown network for one of its coveted new channel openings in the nation's largest market.

Landing this slot gives the service, which is owned by Encore Media Group, an ideal opportunity to raise its national profile and to impress cable operators around the United States. A total of 80 percent of Encore — which also owns 11 movie services — is owned by Liberty Media Group, while Liberty affiliate Tele-Communications Inc. owns the other 20 percent.

Encore was founded in 1991 by John Sie, who immigrated to America from China as a teen-ager, having reaped riches with his movie networks, the president and chairman created Wam! because, he said,

"I am of the belief that we have a corporate responsibility to the community and society."

The network is now in 12 million homes (2.3 million cable homes full-time and 9.7 cable homes on Sundays only, as part of Encore's movieplex, as well as 2.1 million direct-broadcast satellite homes via DirecTV Inc.). It launched quietly in September 1994 by latching on to Encore's multiplexed "mood" movie services. Cable operators were skeptical in the beginning, Sie said.

"We got a lukewarm reaction — they were looking for solutions to their own cash-flow issues," he said.

Having a low profile was an advantage in the beginning, said Midge Pierce, Wam!'s vice president of programming, since it "gave us the advantage of getting programming and of getting our formula down."

Sie added that he believes that the quality and scope of Wam!'s programming has improved each year.

"We want to represent the voice of kids and be kid-driven," Pierce said, without sacrificing "intelligent" programming. The network provides "coping skills," but it purposefully avoids the "in-your-face" and "edgy" style adopted by so much youth-oriented television, she added.



"We got a lukewarm reaction — they were looking for solutions to their own cash-flow issues."

John Sie,
chairman,
Encore Media Group

"We want to show that you can make money out of 'good' television, as well as 'edgy' television," Sie said.

Wam!, which has adopted

the slogan, "Education that Entertains and Entertainment that Educates," is commercial-free because Sie didn't want to "serve two masters" and have to conform his programming interests to advertisers thirsting after ratings.

Pierce added that the network "will not sell toys or junk food on the backs of kids."

Perhaps its shrewdest move was to find the one age group that's actually still underserved — the kids aged 8 to 16 who are outgrowing Nickelodeon, but whose parents still crave programming geared toward their needs and concerns — providing that Wam! can pry teen-agers away from less-wholesome and less-educational fare like *Beverly Hills 90210* on broadcast television, and from other cable networks.

"This is a very underserved, and, in many cases, missserved group," said Pierce, acknowledging that there is some overlap with the all-powerful Nickelodeon at the younger end of the spectrum.

The field is becoming a crowded one: Fox Family Channel recently hired former Nick at Nite's TV Land executive Rich Cronin to develop a service for kids, and Disney/ABC Cable Networks president Geraldine Lay-

bourne two weeks ago disclosed that it's developing a digital service for kids, as well.

Still, Wam! faces an uphill fight — all of the original programming and award-winning acquisitions (see story, this page) won't count for much if the network can't raise its public profile among industry analysts, cable operators and, ultimately, viewers.

"We must battle to overcome the lack of branding," said Sie, who added that it takes "time and distribution."

Sie said the accumulation of awards and endorsements from political figures in Washington has also helped to persuade cable operators to overcome their initial wariness: "The cable industry is beginning to take notice."

Then came the Time Warner New York gig. The man who made the call for the system, president Barry Rosenblum, said his choice was really made by the viewers who indicated in surveys that they wanted more children's entertainment and educational programming.

"There wasn't a lot of competition out there," Rosenblum said, adding that he found Wam!'s programming mix appealing, but he was also impressed by the commercial-free format and by Wam!'s devotion to the performing arts.

Although Time Warner New York has said that it made all of its selections entirely on merit, there were many rumors that Wam! was selected partly because the cable system wanted a good deal for Encore's premium Starz! network, which it's also adding. However, even if that's true, Wam! was certainly not alone in that regard. It has been widely reported that many of the system's new channels were selected with a bigger picture in mind.

Landing the Time Warner New York slot was a crucial achievement, Sie said. "We have to believe that cable operators see that as a very important moment. We've gotten a lot of phone calls and inquiries."

Pierce added that she believes that winning a shot at the nation's largest audience "really validates that we're delivering on our promises. We're very, very optimistic."

The network also believes that its audience will increase exponentially as digital rollouts increase, at which point Sie said the network may be ready to launch a major consumer-oriented branding effort.

And then perhaps people will know what exactly Wam! is. MCN

Wam! Touts Wide Mix of Kids' Shows

Wam! is touting a lineup of acquired programming, both domestic and international, along with some original programming.

Midge Pierce, the network's vice president of programming, said Wam! is committed to expanding its original productions in both educational and entertainment series, with three new series slated for next year.

The network has scheduled its Monday-Friday lineup to run educational programming from 9 a.m. to 3 p.m., followed by a four-hour entertainment block, which is repeated twice more during the night.

Wam!'s programming skews older as the day goes along, then starts over with its evening lineup, getting young and skewing gradually older.

John Sie, chairman and CEO of Encore Media Group, Wam!'s parent, also wants to maintain the network's emphasis on cross-cultural programming, which he said "is very important for American kids."

On the weekends, the channel runs entertainment series and movies — acquired titles such as



WHAT'S ON: The offbeat former NBC show *Eerie, Indiana* is part of Wam!'s eclectic schedule.

The Yearling and *Harry and the Hendersons*.

The network's educational programming includes shows like *Mission Reading*, which uses a science-fiction adventure to teach reading (and overcome the terrifying specter of illiteracy); *Mathematical Eye*, which shows how math applies to everyday uses like cartoons and computer graphics; and *F.R.O.G.*, which stands for Friends of Research and Odd Gadgets, a 20-part se-

ries that delves into topics like how to build a solar oven or an energy-efficient doghouse.

These shows strive to include storylines, punny writing and social issues in the mix to provide entertainment — with mixed results. All of Wam!'s educational programming is also geared for schools to tape and replay.

Wam! also produces shows that star kids and teens, like *Girls & Boys Nation*, which shows student leaders holding mock elections in Washington, D.C.; *Politics and You*, which explains the voting and electoral process; and *Bat Boy*, about bat boys for Major League Baseball teams.

And, of course, there are entertainment series, many of which at this point are acquired from other English-speaking countries. These include *Sky Trainers*, an adventure show about teens in the Australian outback who use computer technology to save lives; and *Kerrisdale*, about the trials and tribulations of junior-high-school life.

Wam! also has American shows like *Eerie, Indiana*, a quirky comedy that earned rave reviews and a cult following on

NBC before it was doomed by low ratings.

Since Wam! is commercial-free, the network also relies heavily on interstitial programming to entertain and educate its audience, with programs like *City Surf*, which visits cities like New York and Cleveland and breathlessly tells viewers about fun things to do in each city.

The interstitial segments "are every bit as important as what we run as programming," Pierce said.

The network has also created its own programming campaign, "You Gotta Have Arts," to promote the performing arts. Wam! has acquired Leonard Bernstein's *Young People's Concerts with the New York Philharmonic*, which turned a previous generation on to classical music, and it is producing *ArtCams*, short features on young performers. The network has even produced the first feature-length film ever made by kids — actually at-risk children working with adult advisers. Written, casted, directed and edited by kids, *Common Bonds* was screened at the Sundance Film Festival. MCN

—Stuart Miller



an encore network

For immediate release

WAM! AMERICA'S KIDZ NETWORK PREMIERES ORIGINAL SERIES "PLANET VIDEO"

*"Planet Video" Features Segments Written, Directed and Produced by Kids
From Around the World*

Englewood, CO -- May 27, 1997 Putting video cameras in the hands of budding directors and producers around the world, Encore Media Corporation's ("EMC") cable channel for kids 8-16, WAM! America's Kidz Network, is currently premiering its first original series, *Planet Video*. Airing Friday mornings on WAM! and Sundays on both WAM! and EMC's MOVIEplex channel, *Planet Video* is a magazine format, half-hour, weekly show featuring segments kids write, direct and produce themselves.

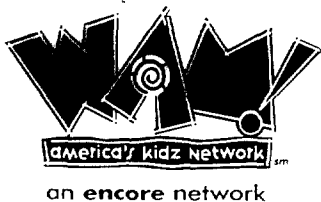
Recent segments take a kid's eye view on such tough subjects as growing up in war-torn countries such as Guatemala, and dealing with life in a post-Apartheid South Africa. The show also highlights kids with special talents around the globe. For example, *Planet Video* cameras followed a 14-year-old girl as she prepared for her role in the Houston Ballet's production of "The Nutcracker." Other segments featured a group of Ugandan teenagers practicing their performances of traditional song, a 16-year old boy's apprenticeship with Tibetan monks in the Himalayan mountains and native American girls singing an ancient prayer to a bald eagle near Vancouver, Canada.

Planet Video is a 13-part series which premiered this month on WAM! America's Kidz Network.

EMC is the largest provider of cable and satellite-delivered television movie channels in the United States, currently counting more than 30 million pay units through its ownership of the following networks¹: **encore**_®, an affordable premium service featuring all-time movie favorites as well as MOVIEplex_{SM}, theme by day (combined more than 18 million pay units); six thematic multiplex services -- Love Stories_®, Westerns_®, Mystery_{SM}, Action_{SM}, True Stories_®, and WAM! America's Kidz Network_{SM} (combined theme channels have more than six million pay units); STARZ!_®, the first-run premium multiplex movie service (more than 5 million pay units), and STARZ!₂_{SM}, featuring "prime time any time." BET Movies/STARZ!₃_{SM}, the first urban and black-oriented movie channel devoted to showcasing black film artists launched February 1, 1997. In addition, EMC's International Channel_{SM} offers multi-lingual basic cable programming in 29 different Asian, European and Middle Eastern languages to 7.5 million subscribers in the U.S. and Latin America.

¹ All networks carry either registered or service marks including the tagline, an encore network_{SM}.

CONTACT: Patricia Carroll
Director, Entertainment Public Relations
Phone: 303/267-5843 E-mail: Carroll.Patricia@tci.com



FOR IMMEDIATE RELEASE

**WAM! AMERICA'S KIDZ NETWORK BRINGS
Leonard Bernstein's Young People's Concerts
BACK TO TELEVISION WITH
"YOU GOTTA HAVE ARTS"**

***Press Conference to be Held at Carnegie Hall with
Alexander Bernstein***

New York -- March 4, 1997 For the first time in 18 years, the legendary *Leonard Bernstein's Young People's Concerts with the New York Philharmonic* will be returning to television via WAM! America's Kidz Network. The cable network, which is the only commercial-free channel for children 8-16, will include the *Young People's Concerts* as part of the most comprehensive arts education campaign ever on television: ***You Gotta Have Arts***. Designed to educate and entertain children through art, music, the performing arts and cultural enrichment, ***You Gotta Have Arts*** premieres in March, coinciding with Music in Our Schools Month.

Today, March 4 at 9:30 a.m., WAM! will host a special press conference at Carnegie Hall, where the *Young People's Concerts* were originally filmed, to present all of the ***You Gotta Have Arts*** programming to be featured on the channel. Scheduled to speak at the event will be Alexander Bernstein, son of Leonard Bernstein and president of the Bernstein Education Through the Arts (BETA) Fund, Inc.

"What a thrill it is to know that my father's *Young People's Concerts* will be enjoyed once again by a whole new generation on WAM!," said Alexander Bernstein. "These programs are as captivating, delightful and informative as ever -- perhaps more timely even now, with resources so hard to come by for music programs in schools. I am happy to keep my father's educational vision alive and growing."

Also speaking at the March 4 event will be Laurie Tisch Sussman, chairperson of the board of the Center for Arts Education; Schuyler Chapin, commissioner of the Department of Cultural Affairs and longtime friend of the Bernstein family; Steve Bell, president of Encore Entertainment Group; and Midge Pierce, vice president of programming for WAM!.

Leonard Bernstein hosted the *Young People's Concerts* from 1958 through 1979. The 25-part series was originally broadcast on CBS-TV. The conductor engaged the audience by asking a variety of musical questions and demonstrated the answers musically, bringing viewers toward a better understanding of music as an art form. Similarly, ***You Gotta Have Arts*** brings a modern television audience of children, parents and educators another method of incorporating the arts into day-to-day education.

-more-

Composer Richard Adler, who co-wrote the popular song "You Gotta Have Heart" for the musical "Damn Yankees," has given WAM! the rights to use the song in their ***You Gotta Have Arts*** campaign. Adler personally supervised the rewrite of the song for the arts campaign.

In addition to the *Young People's Concerts*, ***You Gotta Have Arts*** programming will feature two hours, every school day, of music and arts programs fully cleared for schools to tape and replay at their convenience. Series include the 12-part *Music Factory*, which teaches children about instruments; *Art Attack*, 44 episodes highlighting hands-on arts projects; *Musical Encounter*, 48 episodes which demonstrate the joy, difficulty and sense of accomplishment kids gain through performance; and *Planet Video*, a WAM! original co-production about talented kids throughout the world. ***You Gotta Have Arts*** will also produce ArtCams (short features on young performers) and WAM! Cams by 12-year-old WAM! roving reporter Courtney Graham, which will cover the state of contemporary culture in America. These vignettes run between shows in place of commercials.

The ***You Gotta Have Arts*** programming is part of WAM!'s commitment to provide subject-specific education on the channel, including math, science, social studies and language arts, every Monday through Friday for a total of 60 hours a week.

WAM! America's Kidz Network is one of Encore Media Corporation's quality cable networks and is available through Direct TV and all-day Sundays on *plex*, Encore's theme-by-day service which maintains a subscriber base of over 11 million.

EMC is the largest provider of cable and satellite-delivered television channels in the United States, currently counting more than 28 million pay units through its ownership of: ENCORE_{SM}, an affordable premium service featuring hit movies from the '60s, '70s and '80s as well as *plex-encore 1_{SM}*, theme by day (combined more than 11 million pay units); six Thematic Multiplex services -- Love Stories-encore 2_®, Westerns-encore 3_®, Mystery-encore 4_{SM}, Action-encore 5_{SM}, True Stories & Drama-encore 6_®, and WAM! America's Kidz Network-encore 7_{SM} (combined theme channels have more than 12 million pay units); STARZ!¹-encore 8_®, the first-run premium multiplex movie service (nearly 5 million pay units), and STARZ!²-encore 8_{SM}, featuring "prime time any time." BET Movies/STARZ!³-encore 8_{SM}, the first urban and black-oriented movie channel devoted to showcasing black film artists will launch February 1, 1997. In addition, EMC's International Channel_{SM} offers multi-lingual basic cable programming in 29 different Asian, European and Middle Eastern languages to 7.4 million subscribers in the U.S. and Latin America.

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CONTACT:

Sara Fitzmaurice / Ali Price
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Patricia Carroll
Encore Media Corporation
Tel: (303)267-5843



For Immediate Release

**WAM! AMERICA'S KIDZ NETWORK DISCOVERS AMERICA
THROUGH THE EYES OF A 12-YEAR-OLD ROVING REPORTER**

WAM! America's Kidz Network goes on the road with the Graham family of Wichita

Englewood, CO, December 10, 1996 -- Encore Media Corporation's ("EMC") WAM! America's Kidz Network-encore 7_{sm} ("WAM!") is going **On The Road With The WAM! Family** headed up by 12-year-old WAM! Roving Reporter Courtney Graham. The Graham family of Wichita, Kansas -- mom Marlene, dad Craig, daughter Courtney and son Collier -- is on a year long journey to discover America with a Web site and a WAM! Corder. WAM! joins the Graham family at the half way point of their adventure.

"We are excited to be able to literally get WAM! on the map by traveling cross-country with Courtney," said Midge Pierce, Vice President of Programming for WAM!. "Courtney is an aspiring journalist whose on-the-road schooling and kid's perspective of America is an exciting story and one that clearly fits the WAM! mission to provide quality educational and entertainment programs with positive role models that motivate and inspire young people to be good, respectful citizens."

Courtney, who left Wichita on the fourth of July, already has a chronicle of experiences including playing baseball on the field of dreams in Iowa, spotting killer whales off the coast of Alaska, driving a tractor through Idaho potato fields, visiting a mining camp in Montana, camping next to a den of lions in the Bismark Zoo, and interviewing celebrities, VIPs and the governors of eight states. Courtney's video correspondence will include WAM! Words like "indigenous" as she visits native Americans, geography information to help other youngsters follow her travels and a kid's eye view of the state of education, art and culture throughout the 50 states.

Along with her on-air pieces, Courtney will file an online report once a month on the family's home page (Web site address is <http://www.usatrip.org>. Mom Marlene's e-mail is mgraham@brigadoon.com). On-air pieces will include:

GeoBits: Courtney will provide historical and geographical tidbits throughout her travels.

Arts Across America: As an aspiring musician, Courtney will file pieces such as learning to play the banjo in Tennessee and the dulcimer in West Virginia.

-more-

WAM! America's Kidz Network, Page 2

Schools that Work: Courtney has established on-line connections with schools across America. She will visit/attend them throughout her journey.

Where in the WAM! World Are They: An on-going promotion, WAM! viewers can track Courtney and her family's adventures around the country. Viewers who spot the WAM! Van will receive a specially designed souvenir of the WAM! Family On The Road's journey through America.

EMC is the largest provider of cable and satellite-delivered television channels in the United States, currently counting more than 25 million pay units through its ownership of: ENCORE_{SM}, an affordable premium service featuring hit movies from the '60s, '70s and '80s as well as plex-encore 1_{SM}, theme by day (combined more than 11 million pay units); six Thematic Multiplex services -- Love Stories-encore 2_{SM}, Westerns-encore 3_{SM}, Mystery-encore 4_{SM}, Action-encore 5_{SM}, True Stories & Drama-encore 6_{SM}, and WAM! America's Kidz Network-encore 7_{SM} (combined theme channels have nearly 12 million pay units); STARZ!¹-encore 8_{SM}, the first-run premium multiplex movie service (nearly 5 million pay units), and STARZ!²-encore 8_{SM}, featuring "prime time any time." BET Movies/STARZ!³-encore 8_{SM}, the first urban and black-oriented movie channel devoted to showcasing black film artists will launch February 1, 1997. In addition, EMC's International Channel_{SM} offers multi-lingual basic cable programming in 29 different Asian, European and Middle Eastern languages to 7 million subscribers in the U.S. and Latin America

Contact: Marc C. McCarthy
 Director of Communications
 303/267-5851 Ph 303-619-2708 Cell



an encore network

For Immediate Release

FORMER COSBY KID RAVEN-SYMONE TO HOST BEST OF WAM! ON LABOR DAY

Englewood, CO -- August 25, 1997 WAM! America's Kids Network will celebrate the Labor Day holiday with Raven-Symone hosting on the channel all day September 1. The former Cosby kid will share her own summer stories and introduce some of the best shows and movies featured on WAM! throughout the year including episodes of *Kid's Planet Video*, *Heartbreak High*, *Legend of the Hidden City* and much more.

"We are thrilled to have a star of Raven's caliber," said Midge Pierce, vice president of WAM! programming. "She hits on multiple cylinders for us as she is not only an outstanding student, but is also an outstanding volunteer and accomplished musician. These two particular areas are targets of interest for WAM!. We are delighted to have her as our first WAM! Kid celebrity host, and we hope to be working with Raven in the future."

Raven-Symone is best known for her role as Bill Cosby's granddaughter on *The Cosby Show*. Subsequently, she played "Nicole," the daughter of Mr. Cooper's live-in cousin on the television show *Hangin' With Mr. Cooper*. Raven-Symone has also starred in the TV series *A Different World*; *The Fresh Prince of Bel Air* and *Sesame Street*, as well as the television special *The Muppets at Walt Disney World*. At the age of eleven, she has already finished one feature film, *The Little Rascals*, and is currently working on her second feature film, *Dr. Dolittle*, where she stars alongside Eddie Murphy as his daughter.

Raven-Symone is also active in many children's organizations. She is a spokesperson for the national Safe Kids Campaign, which promotes home safety for families; the Children's Museum of Manhattan and D.A.R.E. (Drug Abuse Resistance Education). She is a recipient of the First Annual Juvenile Products Manufacturing Association Award following her contributions towards the assistance of needy children. Additionally, Raven is the official announcer for Tide's "Dirtiest Kid in America" Stain-A-Thon event benefitting "Give Kids The World," a non-profit organization providing vacations in Florida to those children who have life threatening illnesses.

-more-

Encore Media Group ("EMG") is the largest provider of premium movie channels in the United States currently counting 11 domestic networks. **encore**, an affordable premium service featuring all-time movie favorites from the '60s-'90s; **MOVIEplex**_{SM}, theme by day movies; six thematic multiplex services -- **Love Stories**, **Westerns**, **Mystery**_{SM}, **Action**_{SM}, **True Stories**, and **WAM! America's Kidz Network**_{SM}; **STARZ!**, a premium movie service with approximately 40% of Hollywood's first-run theatrical output, and **STARZ!**²_{SM}, featuring a double feature movie-theater format; **BET Movies/STARZ!**³_{SM}, the first urban and black-oriented movie channel devoted to showcasing black film artists.

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education that entertains
entertainment that educates



America's kidz Network

The first commercial-free network dedicated entirely to ages 8–16, educates, enlightens, entertains and now launches major arts commitment.

! **WAM! Reel Learning School Zone Wins High Marks with Teachers**

Unprecedented Commitment—the largest block of educational programming targeted to young people, 12 hours every weekday that teachers can tape and replay—offers a valuable curriculum tool. Provides every major subject every school day, plus the most comprehensive kids' cultural campaign on television ever

- **Social Studies** brings kids the world with *We Are The Children*, *Field Trip*, and WAM! original *Kids' Planet Video*, showcasing unusual young people, their culture and views from around the world
- **Language Arts** promotes reading and writing skills and research in programs like *Read All About It*
- **Mathematics and Science** feature *Friends of Research and Odd Gadgets* and *Mathematical Eye*
- **Personal Development and Guidance** help young people explore future choices, encourage their potential, foster good citizenship and address problems in programs like *Scratch*
- **"You Gotta Have Arts"** features hands-on-series *Art Attack*, *Music Factory*, and *Musical Encounter*
- **Customized questions and descriptions** help teachers with lesson planning
- Plus, **WAM! Whiz Tips** help kids ace their studies, **WAM!Words** enhance vocabularies, and **Where In The World Is The WAM! Family Graham?** explores America
- **Regularly Scheduled, Curriculum-Specific Strips** make delivery dependable

! **WAM! Entertainment Zone Features Programs Parents Trust and Kids Enjoy**

- Athletes like Michael Jordan, encourage sportsmanship in series *PUMPED!*
- Leonard Bernstein's *Young People's Concerts with the New York Philharmonic* expand kids' interests
- Top-rated *Eerie, Indiana* attracts families and kids alike
- Award-winning international dramas and adventures such as *Sky Trackers* problem solve
- U.S. Premieres of book-based series like *Enid Blyton Adventures* broaden adolescents sense of themselves and help them find their place in the world
- The first WAM!-funded film, *Common Bonds*, features kid writers, producers and editors

! **WAM! Gives Kids Positive Role Models**

- As hosts, WAM! Kids introduce **WAM! At the Movies** and talk about issues that concern them
- **WAM!Cams** featuring extraordinary young people run throughout the day where other channels run commercials
- **ARTCams** spotlight aspiring young talent



Kids love it.

Teachers need it.

Parents trust it.

Lesson Plan for Kids' Planet Video







Program Name: Kids' Planet Video

Run Time: 13 episodes / 30 minutes

Curricular Area: Social Studies

Recommended Grade Level: 4 - 10

After viewing this series, students will be able to:

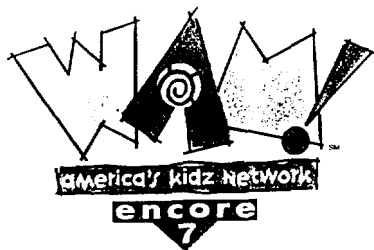
-  Locate featured countries on a world map.
-  Recognize traditions and customs of other countries.
-  Compare and contrast American life with that of other countries.
-  Describe regional culture and traditions.
-  Respect other's beliefs and traditions.
-  Appreciate art forms, artistic expression, music, and dance.

Synopsis:

This magazine series is written, directed, edited, and produced by kids. It allows children from 35 countries to share ideas, feelings and knowledge. Through home videos, e-mail and letters, these young people are able to record their daily lives and express themselves with video diaries that highlight their wide range of interests. This global exchange of lifestyles helps kids develop an appreciation for other cultures and provides a vehicle for kids to take pride in their own heritage. Video cameras and training are available to participants.

Think About:

- ✗ What would life be like without electricity, phones, running water, paved roads, air conditioning, or cars?
- ✗ Many children have jobs to help support their families. What types of jobs do young people in the United States have? For what reasons do they have jobs?
- ✗ How can diet reflect cultural beliefs and customs?
- ✗ Are school uniforms a good idea? Why or why not?
- ✗ How do some of the featured recreational activities differ from those in this country?
- ✗ How does education improve economic conditions for people?
- ✗ How do music and dance reflect the beliefs of a society?
- ✗ Why do folklore and superstition play an important role in some cultures?
- ✗ In many countries, men and women have very distinct roles or functions. Define some.
- ✗ Why is the United States often referred to as "the great melting pot"?
- ✗ From what countries have Americans adopted their traditions?
- ✗ What effect does war have on countries and their people?
- ✗ Why does adolescence signify a major turning point in many cultures?
- ✗ Do you think home remedies are as effective as manufactured medications for treatment of illnesses? Why or why not?
- ✗ What can we do to preserve the environment?



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Lesson Plan for *We Are The Children*

Program Name: *We Are The Children*

Run Time: 23 episodes / 30 minutes

Curricular Area: Social Studies

Recommended Grade Level: 4 - 8

Synopsis:

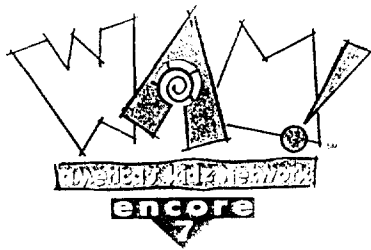
This program offers a unique perspective into the everyday lives of young people around the world. In each episode we are introduced to a child in a far away land. We follow the child on a typical day while learning their heritage, customs and beliefs. We learn that although ways of life may differ, people around the world share many commonalities.

After viewing this series, students will be able to:

- ☞ Locate featured countries on a world map.
- ☞ Recognize traditions and customs of other countries.
- ☞ Compare and contrast the way of life in America with that of other countries.
- ☞ Describe regional culture and traditions.
- ☞ Identify famous artists, works of art and art forms.
- ☞ Respect other's beliefs and traditions.
- ☞ Appreciate vernacular music and dance.

Think About:

- ✗ What would life be like without electricity, phones, running water, paved roads, air conditioning, or cars?
- ✗ What forms of energy are used to fuel different parts of the world?
- ✗ How does the practice of yoga ease fears and relieve pain?
- ✗ How can diet reflect cultural beliefs and customs?
- ✗ Many children wear uniforms to school. Is this a good idea? Why or why not?
- ✗ How does an education improve economic conditions for people?
- ✗ How are computers changing the way civilized nations work and do business?
- ✗ What does modern art attempt to do?
- ✗ How do music and dance reflect the beliefs of a society?
- ✗ Why do folklore and superstition play an important role in some cultures?
- ✗ In many countries, men and women have very distinct role or functions. Define some.
- ✗ Why is the United States often referred to as "the great melting pot?"
- ✗ From what countries have Americans adopted their traditions?
- ✗ Why does adolescence signify a major turning point in many cultures?
- ✗ Do you think home remedies are as effective as manufactured medications for treatment of illnesses? Why or why not?
- ✗ How do featured sports differ from those played in the United States?



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Lesson Plan for Musical Encounter

Program Name: Musical Encounter

Run Time: 42 episodes / 30 minutes each

Curricular Area: Music

Recommended Grade Level: 3 - 8

Synopsis:

A continuing series of programs feature outstanding young musicians performing for student audiences from kindergarten through sixth grade. Special guest hosts provide introductions, answer questions from the audiences and provide historical and miscellaneous musical information. The goal of the series is to bring together young performers with young audiences to foster an appreciation and understanding of the challenges players face.

After viewing, students will be able to:

- ☞ Gain an appreciation of music and the dedication it takes to be a musician.
- ☞ Demonstrate how musical tones are shown on a staff and what the lines and spaces indicate.
- ☞ Understand a variety of rhythmic patterns.
- ☞ Distinguish the importance of definite and indefinite pitch in the performance of both jazz and classical music.
- ☞ Recognize the sections of an orchestra and identify different instruments in each section.
- ☞ Understand the kinds of music famous composers wrote and become familiar with their styles.
- ☞ Understand that folk music and dance are important parts of all cultures and allow stories about the way of life to be passed from generation to generation.

Think About:

- ✗ What are some technical difficulties of playing a string instrument?
- ✗ How are different sounds produced on woodwind instruments?
- ✗ Why is the piano often called the "basic musical instrument"? Why is it classified as both a percussion and string instrument?
- ✗ What role does a conductor play in an orchestra? Could an orchestra perform without one?
- ✗ How are the flute and piccolo different from the rest of the woodwind family? What characteristics do woodwinds share?
- ✗ What is the difference between a band and an orchestra?
- ✗ What is a symphony?
- ✗ What are the major differences between a classical guitar and a folk guitar? Between an acoustic and an electric guitar?
- ✗ Once a dance has been choreographed, how can the arrangement of movements be recorded so others can reproduce it?
- ✗ Although the saxophone is a woodwind, what characteristics does it have that are similar to the brass family?
- ✗ What is the difference in the function of the pedals on the harp and those of the piano?

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Lesson Plan for How 2

Run Time: 44 episodes/15 minutes each

Curricular Area: Science

Recommended Grade Level: 4 - 7

After viewing this program, students will be able to:

- 👉 Draw conclusions based on observation and data.
- 👉 Conduct simple scientific experiments to support theories.
- 👉 Apply scientific principles to real life situations.
- 👉 Answer questions using research skills.

Synopsis:

Unusual and perplexing questions about how things work are demonstrated. To help illustrate the explanations, three scientist-hosts conduct highly technical experiments and consult a variety of sources and experts to solve life's simple mysteries.

Think About:

- ✖ What causes objects to have elasticity?
- ✖ What are some examples of elastic sponges?
- ✖ What causes propellers to appear invisible while spinning rapidly?
- ✖ How does the amount of water in a bottle affect sound?
- ✖ What purposes do windmills serve?
- ✖ How does your mind play tricks on you?
- ✖ What are the signs of poisonous mushrooms?
- ✖ What are the characteristics of an insect?
- ✖ What makes a duck have buoyancy?

Suggested Activities:

- ✖ Experiment with a variety of growing techniques using some of the examples illustrated on the series. Keep a log to note your observations.
- ✖ Have fun with words! Students research the origins of words, create their hieroglyphics to convey messages, etc.
- ✖ Students work in teams to come up with original How 2 problems and demonstrate the explanations to the class.

Key Vocabulary:

Gravity
Theory
Leach
Identical
Suspension

Balance
Anatomy
Stationary
Kaleidoscope
Origami

Repel
Carbon-dating
Pliable
Secrete
Optical Illusion

Latent Heat
Hieroglyphics
Atmospheric
Pressure
Electro-magnets



Kids love it.

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Lesson Plan for Green Earth Club

Program Name: Green Earth Club

Run Time: 23 episodes / 15 minutes

Recommended Grade Level: 4 - 6

Curricular Area: Science & Social Studies

After viewing this series, students will be able to:

- ☞ Make observations and gather data to draw conclusions.
- ☞ Research the best methods to tackle environmental concerns and dilemmas.
- ☞ Initiate local community projects to improve or preserve the environment.
- ☞ Become sensitive to environmental conditions.
- ☞ Communicate a message through the use of persuasion.
- ☞ Design simple devices or projects to eliminate waste.

Synopsis:

This program offers a unique examination of how our everyday life impacts the environment. Young hosts explore environmental issues and hear contrasting points of view on controversial topics such as fur trading, chemical manufacturing, timberlands, etc. Each episode includes spotlights on EnviroKids, children who have initiated local environmental projects; Green Tips on the 3 "Rs": Reduce, Reuse and Recycle; Get Activated; and reviews of books, shows and movies about the environment. Messages are reinforced through song and dance routines that young guests have composed or choreographed.

Think About:

- X What are some things we can do to preserve the environment?
- X How many different sources of energy do we use to energize our world?
What are the advantages and disadvantages of each?
- X How can scientists learn from observing animal behavior?
- X Can scientific advances sometimes have a negative effect on the environment?
- X What are some objects that are made from recycled plastics?
- X What happens to the environment when a species becomes extinct?
- X What role in the environment do trees play?
- X What are the advantages and disadvantages of organic versus chemical-use farming?
- X Why can't all glass items be recycled?

Suggested Activities:

- X Visit a recycling center to research how materials are processed and the many uses of products that are made from recycled materials.
- X Start a community awareness project in the school to improve or preserve the environment.

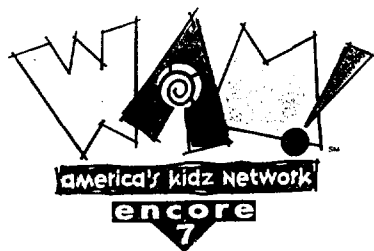
Key Vocabulary:

toxic
urban renewal
organic
endangered
reforestation

compost
agroforestry
environment
habitat
extinction

petroleum
pollution
sulphur emissions
acid rain
landfill

wetland
solar-energy
conservation
hydroelectricity



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


F.R.O.G. (Friends of Research and Odd Gadgets)

Run Time: 20 episodes/30 minutes each

Curricular Area: Science

Recommended Grade Level: 3 - 8

After viewing this series, students will be able to:

-  Make observations and gather data to draw conclusions.
-  Research the best methods to tackle problems.
-  Apply scientific principles to real life situations.
-  Construct simple gadgets.

Synopsis:

With the aid of a computer, kids learn simple hands-on science lessons that teach them research and experimentation. Using odds and ends found around the house, yard and garage, plus a little thought and reports from field reporters, young scientists learn to build an energy-efficient doghouse, construct a solar oven, discover how fish breath underwater and explore how a chicken's foot inspired the building of a giant robotic arm.

Think About:

- X What are some things we can do to conserve energy?
- X How can technology and art work together?
- X How many different sources of energy do we use to energize our world? What are the advantages and disadvantages of each?
- X How can scientists learn from observing animal behavior?
- X Can scientific advances sometimes have a negative effect on the environment?
- X What jobs cannot be done by computers or robots?
- X What are some naturally occurring magnets?
- X How can the sun be used as a means to keep time?
- X What are some objects that are made from recycled plastics?
- X How do short wave radios differ from am/fm radios?
- X Why should story boards be used when creating a cartoon?
- X How can illusions be used to trick our minds?

Suggested Activities:

- X Visit a recycling center to research how materials are processed and the many uses of products that are made from recycled materials.
- X Organize and judge a science fair, based on projects made from materials typically found around the house.
- X Research the different forms of energy and the advantages and disadvantages of each.
- X Using a home video camera, write, shoot and edit a television commercial.

Key Vocabulary:

insulation
solar-heat
conservation
electro-magnets

magnetic
aquarium
generator
hydro-power

nuclear power
robot
animation
vibrations

oscilloscope
sound waves
short waves
illusion



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Lesson Plan For Read All About It!

Run Time: 20 episodes/15 minutes each

Curricular Area: Language Arts

Recommended Grade Level: 4 - 6

After viewing this program, students will be able to:

- ✎ Develop an appreciation for literature.
- ✎ Recognize the relationship between personal experience, reading and writing.
- ✎ Develop character and plot in creative writing.
- ✎ Read for information and analyze, assess and predict possible consequences.
- ✎ Enhance critical viewing skills.
- ✎ Develop reading comprehension strategies.
- ✎ Expand vocabulary and language usage.
- ✎ Apply research skills.

Synopsis:

Using the "visual reader" format, students improve language arts skills. Using a newspaper as the format, four inquisitive kids create the Herbertville Chronicle to investigate unusual activities in the fictional world they create.

Think About:

- ✕ What is the importance of the design and layout of a newspaper?
- ✕ What is the role of a journalist?
- ✕ Why is history important? What can we learn from the past?
- ✕ Why is it important to have more than one historical point of view?
- ✕ Why is it important to keep information as current and up to date as possible?
- ✕ What qualities in books help build long term popularity among readers?
- ✕ What techniques are used in movies to set the tone of a story, gain insight into characters, create the setting? Do these techniques add or detract from the story?
- ✕ What is plagiarism? How can writers avoid plagiarizing the ideas of others when developing plots?

Suggested Activities:

- ✕ Students create and solve crossword puzzles, word scrambles, list synonyms, antonyms and other vocabulary building activities.
- ✕ Students create a classroom/school newspaper including editorials, feature stories, news articles, comic strips, word games, letters to the editor, classified ads, advice and gossip columns.
- ✕ Assign a paper that requires students to use the research skills that were modeled: collecting, organizing and presenting information.

Key Vocabulary:

| | | | | |
|-----------|---------------|--------------|-------------|-------------|
| conceal | divulge | proclamation | destination | metaphor |
| scan | fortification | motive | clichés | parody |
| artifact | acquisition | devise | imply | symmetrical |
| deduction | inconspicuous | scheme | infer | misleading |



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Lesson Plan for Swallows & Amazons—The Big Six





Based on Arthur Ransome's books.

Run Time: Four 30 minute episodes

Curricular Area: Personal Development & Guidance

Recommended Age: 8 - 12 years old

After viewing this series, students will be able to:

-  Apply problem solving strategies to confusing situations.
-  Investigate surroundings to gather clues and evidence.
-  Understand the importance of truth and honor.
-  Appreciate the value of friendship.

Synopsis:

When Dick and Dot return to Norfolk from vacation, they rejoin their gang, the "Coot Club," a group of kids that spend their time protecting the waterways and wildlife of England's Norfolk. Bill, Joe and Pete, better known as the "Death and Glory" boys, are wrongly accused of casting adrift the local fishing fleet and stealing equipment from the boatyard. It's up to the rest of the Coot Club to clear them and catch the real villain.

Think About:

- ✗ Why are the boys accused of casting adrift the local fishermen's boats? Why don't the townspeople believe the boys are innocent?
- ✗ The boys could have helped clear their names by telling the police where the money came from. Why did they choose not to? Why is it important to keep your word?
- ✗ Why are Bill, Pete and Joe called the "Death and Glory" boys?
- ✗ Who do you think is framing the boys? Why are they being framed?
- ✗ What leads the children to dub themselves "The Big Six"?
- ✗ How do they catch the culprit? What clues do they use? Why did they keep a log?
- ✗ What means would you have used to capture the criminal?

Suggested Activities:

- ✗ Create a scavenger hunt. Working in teams, have students write, illustrate clues and prepare questions leading to the secret object or villain.
- ✗ Locate Norfolk, England on a map. Write a report on the way of life (customs, dress, etc.) during the 1930s.
- ✗ Write another adventure story for the gang and act it out. Make props, customs, etc.
- ✗ Read other books from Arthur Ransome's *Swallows & Amazons* series.

Key Vocabulary:

Coot
Daft

Clues
Criminal

Evidence
Truth

Circumstantial
Investigate

Innocent